CITY OF CHRISTCHURCH

FLORAL FESTIVAL

Monday, 23rd February to Sunday,

1st March 1959

Souvenir Programme: ONE SHILLING

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Introducing the

FLORAL FESTIVAL

As the Garden City of New Zealand it is understandable that Christchurch has, over the last three years, earned a reputation with the annual Floral Festival which brings visitors from all parts of the Dominion and enchants the tourist. It has been said that our wonderful reserves and private gardens give Christchurch a year-round festival appearance therefore we can say that the Floral Festival achieves its purpose in highlighting these attractions.

Other centres overseas and in New Zealand have conducted similar festivals on an annual basis for many years and have proved their community value in civic and cultural activities.

It is with such thoughts in mind that our energetic committe is even now laying plans for next year's festival in which an even larger cross-section of our community will be encouraged to take part.

To the citizens of Christchurch we would say that when you view the Horticultural Society's Show, which is the largest yet staged in this country or Australia, the folk dancing, open-air concert, the procession or any of the other major attractions remember this is your festival, take pride in it and resolve that next year you will take part and contribute to a successful festival.

To the many individuals, committees, organisations and business houses whose advice, encouragement and support have made the festival possible, the Floral Festival Committee extends its sincere thanks.

H. E. RADLEY
President, Canterbury Progress League

T. C. EATON
Chairman, Floral Festival Committee

A Message from

HIS WORSHIP THE MAYOR

It is very gratifying to me to see that the Canterbury Horticultural Society, the Progress League, the City Council Reserves Department and the numerous garden clubs and other organisations in the City, have co-operated as in former years, to produce the 1959 Floral Festival.

To all those persons and organisations who have worked so hard and enthusiastically in the promotion of this Festival, I extend thanks, on behalf of the City Council and the citizens of Christchurch. The City has achieved a worthy reputation as the 'garden city' of New Zealand and functions of this nature encourage us to honour and preserve that title.

I wish to welcome all visitors to our 1959 Floral Festival. It is anticipated that you will thoroughly enjoy the various displays and take back with you pleasant recollections of your visit to our City.

May I, in conclusion, appeal to all our citizens to give their full support to this great civic enterprise, and thus demonstrate their appreciation of the services given by the various organisations for the advancement of their City.

GEO. MANNING, M.A.
Mayor

Floral Festival Programme

Apart from the major attractions listed here there are a number of reserves and places of interest which are recommended to visitors as worth seeing. These are listed at the conclusion of the week's programme.

Illuminated Public Buildings Apart from commercial buildings many Government and Christchurch City Council Buildings will be floodlit during the Floral Festival.

Shop Decorations City stores will be carrying a floral theme in their interior and exterior decorations.

MONDAY 23 February

- Opening of the New Zealand Plumbers' Hardware Merchants' Guild Conference, continuing until February 27.
- Opening of an exhibition of Canterbury Painters organised by the Department of Adult Education of the University of Canterubry in the Hall of the Canterbury Public Library, in Hereford Street and Cambridge Terrace.

  For the most part the exhibition shows some of the work carried out in Adult Education classes held in the Canterbury University District. At the same time a small number of painters who are resident outside Christchurch have been invited to take part. They have recent connections with the Department either as Tutors or Students. The purpose of the Department of Adult Education is to encourage citizens to make worthwhile use of their leisure time and here we have examples of the work of people who paint for pleasure, showing what can be achieved by groups of enthusiasts throughout the province.

TUESDAY 24 February

- Opening night of the New Zealand Players' Floral Festival production of Oscar Wilde's *The Importance of Being Earnest,* Theatre Royal, Gloucester Street, 8 p.m.
- Exhibition of Canterbury Painters, Library Hall.

WEDNESDAY 25 February

- The Canterbury Horticultural Society's Summer Show, North Hagley Park by Armagh Street gates. Official opening by His Worship the Mayor of Christchurch, Mr G. Manning, M.A., Dip.Soc.Sci., at 2 p.m.

  Open until 10 p.m. Admission 2s. 6d. (See map centre pages).

  This show will be the largest ever in New Zealand and Australia covering over 4 acres with some 25,000 sq. ft. under canvas including twenty-four Floral Bays staged by the Garden Clubs and Horticultural Societies in Canterbury sponsored by or affiliated to the Canterbury Horticultural Society. In addition there are landscapes by the Canterbury Agricultural College of Lincoln, the Lily and Rose Societies and an attractively arranged rock garden by Wilson's Hardy Plant Nursery.
  Among the other attractions are a complete pre-fabricated house with landscaped garden, entered by the Christchurch Beautifying Association and displays by the New Zealand Forest Service, Department of Scientific and Industrial Research, Horticultural Division of the Agricultural Department and the North Canterbury Hospital Board.
  There are also numerous trade exhibits covering horticultural implements, garden ornaments and accessories.

This show will also incorporate the Society's annual Dahlia Show as well as competitive classes for cut flowers and decorative work done by some of the leading decorative people in Canterbury.

- *Wear a Flower*—All day the accent will be on a floral buttonhole for men—a spray for women. Pick them from your garden or accept one free from one of the many Jaycettes who will be distributing them in the city.
- National Costume Dancing—Amphitheatre, North Hagley Park, by Armagh Street gates. Admission Free, 7 p.m.

1 Cashmere High School
3 Scandinavian Dances:
Rospiggspolska (Swedish)
Matrosdans (Danish)
Tantoli (Finnish)

2 St. Margarets College
French Dance
Bourée
Passe Pied

3 Combined Scottish Country Dance Clubs
32 some reel

4 Christchurch Country Dance Club
Helstone Floral Dance

5 Christchurch Irish National Society
4 hand reel

6 Combined Square Dance Clubs
3 square dances:
Bye Bye Blackbird
Tavern in the Town
Honeycomb

The groups presenting these items each meet regularly throughout the year. If you are interested in joining them, write to the address below for details of times and venue.

Irish National Society: Mr D. Ryan, P.O. Box 1706, Christchurch.

Christchurch Country Dance Club: Miss B. Wood, 214 Kilmore Street, Christchurch.

Christchurch Scottish Country Dance Club: Miss J. Garmson, 27 Chapter Street, St. Albans.

Christchurch Caledonian Scottish Country Dance Club: Miss N. Ingram, 40 Whitleigh Avenue, Addington.

Square Dance Group: Risingholme Community Centre, Cholomondley Avenue.

Whirlaway Square Dance Club: Mrs Gilbert, 67 New Brighton Road.

Sumner Square Dance Club: Mrs Gibbons, 46 Wiggins Street, Sumner.

- Talent Quest—Civic Theatre, Manchester Street, 8 p.m.
- N.Z. Players, *Importance of Being Earnest,* Theatre Royal, 8 p.m.
- Exhibition of Canterbury Painters, Library Hall.
- Floral Set Pieces—Set pieces in the form of small floral carpets will be displayed in Rolleston Avenue close to the Armagh Street gates entrance to the Horticultural

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CANTERBURY HORTI

CANTERBURY

North Hagley Park,

Wednesday, Thursday,

On the opposite page is the plan of the lay-out of the 'Big Show' and floral exhibition in Hagley Park, the biggest floral exhibition that Christchurch has ever seen, and something much more ambitious and elaborate than any other centre in the Dominion has ever thought of attempting.

The big triangle of the park bounded, as you enter from Armagh Street, by the river on your left, Lake Victoria in the background and the main path on your right will be converted into a horticultural fairyland of a quality and scope never before seen in New Zealand.

There will be about 25,000 sq. ft. of space provided under canvas, and every foot of open space around and between the tents will be made use of. There will be real gardens, provided by the Canterbury Rose Society, the Lily Society, Lincoln College and the Department of Scientific and Industrial Research.

The garden clubs' tent alone will measure 181 feet by 37 feet, and every garden club in Christchurch will contribute to the magnificent display that will be made.

TENT 1
Office. (Secretary)

TENT 2
Refreshments. Afternoon Tea.

TENT 3
N.Z. Lily Society
Lyttelton Horticultural Society
Interflora Pacific Unit
N.Z. Country Women's Institute
N.Z. Carnation Society
New Brighton Horticultural Society

TENT 4
Garden Club Bays (24)
C.H.S. Decorative Section—Non Competitive
C.H.S. Decorative Section—Art Displays (spirit of summer)

TENT 5
Department of Agriculture Botany Division D.S.I.R.

TENT 6
K. Wilson, Rock Garden

TENT 7
N.Z. Forest Service

TENT 8
C.H.S. Decorative Committee (competitive)

TENT 9
North Canterbury Hospital Board
C.H.S. Fruit — Vegetables — Cut Flowers

TENT 10
Canterbury Rose Society
Conway Nurseries
Christchurch Dahlia Circle
Roseneath Nurseries

TENT 11
Lincoln College

TENT 12
Canterbury Native Flora
Canterbury Orchid, Begonia and Fern Society
Horticultural Division, Department of Agriculture

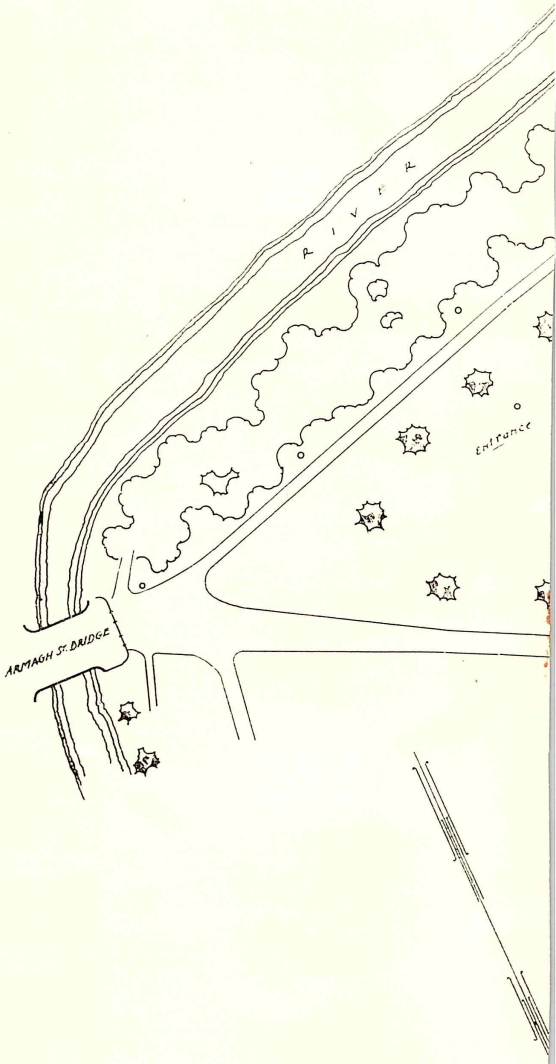
TENT 13
Shailers Nurseries
W. E. Bestman (Miniature Roses)
Timaru Horticultural Society

TENT 14
N.Z. Succulent and Cactii Society

TENT 15
N.Z. Organic and Compost Society
Christchurch Beautifying Society (marked on plan)
National Dahlia Section (marquee not yet sited)
Fountain Display by Brown Bros.

COMMERCIAL EXHIBITS

N.Z. Farmers Ltd.
Stewart Watson Ltd.
D. A. Rice
Moden-Age Ltd.
McKendry Ltd.
Tizimol Ltd.
Zenith Seeds Ltd.
Rural Services Agency Ltd.
Brown Bros. Ltd.
Mason Struthers Ltd.
C. E. Gibbons Ltd.



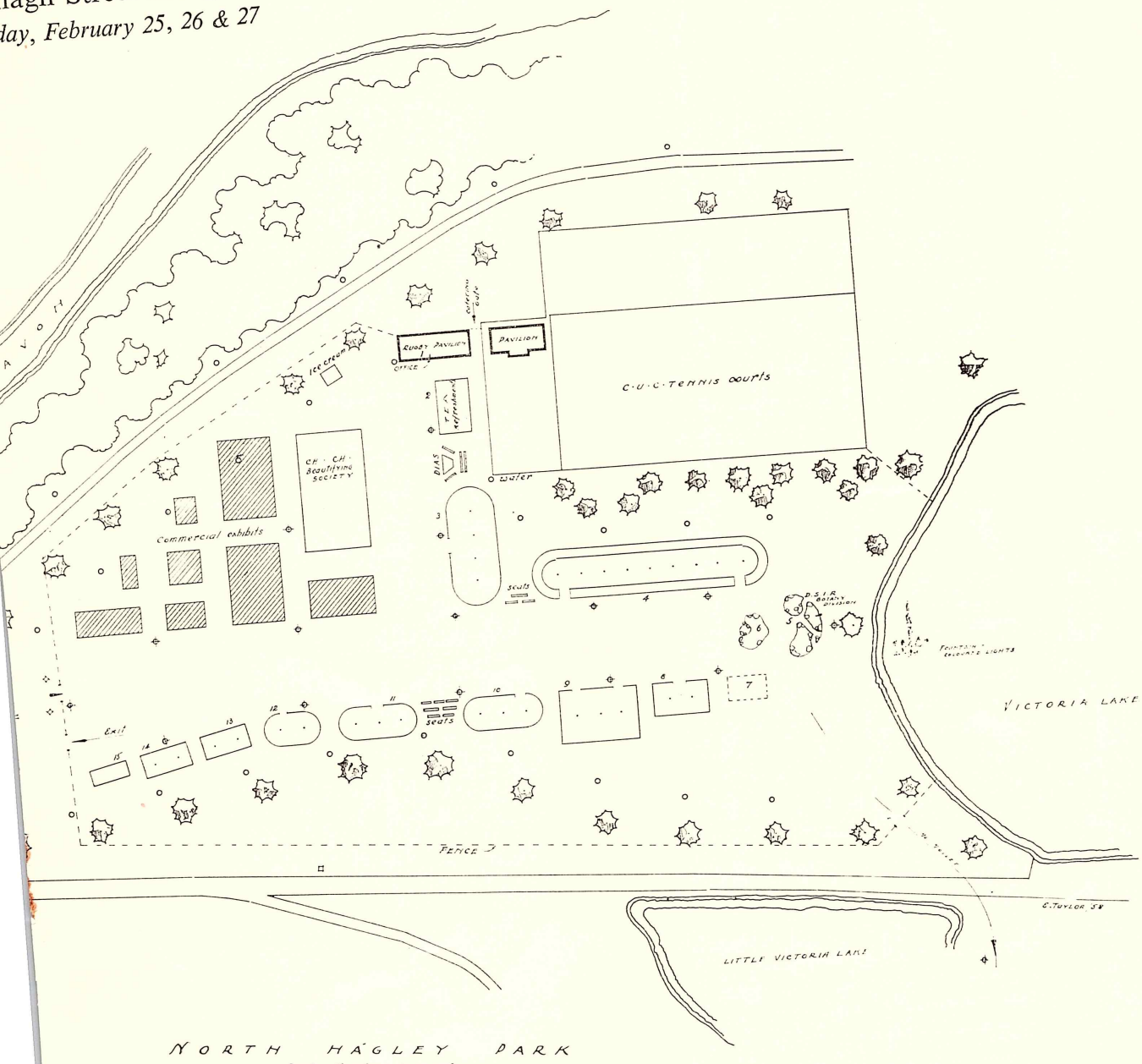
PLAN SUBJECT TO AMENDMENT

TURAL SOCIETY [INC.]

FLOWER SHOW

nagh Street Bridge Entrance

day, February 25, 26 & 27



NORTH HAGLEY PARK

Scale 1/2 chain to an inch

Society's Show and on the sloping River Bank in front of the Provincial Chambers facing Oxford Terrace between Gloucester and Armagh Streets.

Hundreds upon hundreds of flowers are used to make these pieces and many voluntary workers in a number of organisations have been working for some time to ensure the success of the display.

THURSDAY 26 February

● Choral and Brass Band Concert—Amphitheatre, North Hagley Park. Presented by the Christchurch Civic Music Council, 7.40 p.m. *Admission Free.*

Street March—Preceding the Concert at 7 p.m.

The following Bands will march from Cathedral Square to Hagley Park via Armagh Street Bridge.

BAND:	DRUM MAJOR:	CONDUCTOR:
Addington Workshops	R. Troon	Frank John
Brighton Silver	Major Eric Boyle	Fred Turner
Christchurch Fire Brigade	Warant Officer Hayes	Ralph Simpson
Derry's	Ken Reeves	V. A. G. Aldridge
Sumner Silver	A. Fletcher	Noel Taylor
Woolston Auxiliary	C. Birss	Shirley Dougall
Woolston Brass Band	W. Mitchell	David Christensen

President Brass Band Association: L. T. Loversidge.

Supervisor of Parade and Secretary Band Association: A. M. Cameron, 126 Fitzgerald Avenue.

CONCERT PROGRAMME
commencing at 7.40 p.m.

CHOIRS TAKING PART:

Royal Christchurch Musical Society, *Conductor*: Robert Field-Dodgson.
Liedertafel, *Conductor*: Frank Shields.
Christchurch Harmonic Society, *Acting Conductor*: William Hawkey.
Christchurch Orpheus Choir, *Conductor*: Carl C. Smith.
Addington Male Voice Choir, *Conductor*: D. Sloane.
Hay's Ltd. Choir, *Conductor*: Clifton Cook.
Risingholme Choir, *Conductor*: Albert Wilson.
South Brighton Choral Society, *Conductor*: Victor Ellena.

Conductor of Massed Choir:
Robert Field-Dodgson

Christchurch Fire Brigade: *The Calif of Bagdad* — Boieldieu, arr. Rimmer

Massed Choirs:
Here's a Health unto Her Majesty — English Trad.
Londonderry Air — Irish Trad.
Men of Harlech — Welsh Trad.

Addington Workshops Band:
Cornet Trio *Three of a Kind* — Helyer

New Brighton Silver: Waltz *Thoughts* — Alford

MASSED CHOIRS:
Summer is a-coming in — 13th Cent. English Round.
Now Robin, Lend to Me Thy Bow Womens Voices — 16th Cent. English Round.
Early One Morning — English Trad.
Down Among the Dead Men — English Trad.

Sumner Silver Band: *Time Marches Fast*
Derry's Band: *Humoresque* — Siebert

MASSED CHOIRS:
Heart of Oak — 3 English
Drink To Me Only — Trad. Songs
Rule Britannia
Woolston Brass Band: *March of the Bowmen* — Curzon

Accompaniments to the Massed Choral items will be played by the Christchurch Fire Brigade Band.

Officers of the Christchurch Civic Music Council:
J. L. Hay, Esq., Chairman, H. R. Abbott, Treasurer, L. F. de Berry, Secretary, P.O. Box 237, Christchurch.

- The Canterbury Horticultural Society's Show—North Hagley Park, 10 a.m. to 10 p.m. *Admission 2s. 6d.*
- N.Z. Players, *The Importance of Being Earnest.* Theatre Royal, 8 p.m.
- Exhibition of Canterbury Painters, Library Hall.
- Floral Set Pieces—Rolleston Avenue and facing Oxford Terrace.

FRIDAY 27 February

- First Cricket Test—New Zealand v. M.C.C., Lancaster Park Oval.
- The Canterbury Horticultural Society's Show (Last Day)—North Hagley Park, 10 a.m. to 10 p.m. *Admission 2s. 6d.*
- N.Z. Players, *The Importance of Being Earnest,* Theatre Royal, 8 p.m.
- Exhibition of Canterbury Painters, Library Hall.
- Floral Set Pieces—Rolleston Avenue and facing Oxford Terrace.

SATURDAY 28 February

- Floral Procession—Commencing 10 a.m. from the Carlton Mill Bridge (corner Park Terrace and Bealey Avenue) and will follow route along Park Terrace, Armagh Street into Cranmer Square where the floats will be on display until Sunday evening. In 1950 during the Christchurch Centennial celebrations Christchurch citizens witnessed a magnificent floral procession—at the conclusion of which many people expressed the thought that such a floral procession should be an annual event in this, the 'Garden City' of New Zealand. The challenge was taken up by the Canterbury Junior Chamber of Commerce in 1957. The outcome was the organisation of a floral procession in miniature.
  The first of this type of floral procession was presented to the public at Christchurch in February 1958 and in all 46 floats were displayed. The largest number of entries coming from the schools in Christchurch along with floats from Sports Groups, Clubs, associations, retail and manufacturing organisations. Although weather conditions were unfavourable the procession nevertheless received a tremendous amount of public interest. It was estimated that approximately 20,000 people viewed the floats during the procession or whilst they were displayed in Hagley Park during that day.
  At this stage with arrangements for the 1959 Procession well in hand entries are still coming in and the Procession this year will be of greater interest as the groups constructing floats will have gained from last year's experience.

Entries at the time of going to print are:

1 Christchurch Dutch Club.
2 Sacred Heart Girls College.
3 Linwood Intermediate School.
4 Maori Boys Hostel.
5 South New Brighton School.
6 Avon Theatre.
7 Canterbury Junior Chamber of Commerce.
8 Canterbury Childrens Theatre.
9 Beath & Co.
10 Christchurch East School.
11 Broadfield School.
12 Y.M.C.A.
13 St. John Ambulance.
14 St. Albans School.
15 Whirlaway Square Dance Club.
16 Regent Furnishers.
17 Marshland School.
18 Junior Red Cross.
19 Richmond School.
20 Our Lady of Fatima School.
21 Youth Hostels.
22 Bromley School.
23 Kaiapoi Borough Council.
24 Coca Cola.
25 Harnish & Jordan Ltd.
26 Pepsi Cola.
27 Woolworths Ltd.
28 Heathcote School.

In addition city bands and teams of marching girls will take part.

- Cricket Test—Second Day, New Zealand v. M.C.C., Lancaster Park Oval.
- N.Z. Players, *The Importance of Being Earnest*", Theatre Royal, 8 p.m.
- Exhibition of Canterbury Painters, Library Hall.
- Floral Set Pieces—Rolleston Avenue and facing Oxford Terrace.

SUNDAY 1 March

- Open Air Church Service—Cranmer Square.
  A Floral Festival Open Air Service of Thanksgiving organised by the Council of Churches, 3 p.m.
- Floral Set Pieces—Rolleston Avenue and facing Oxford Terrace.
- Band Concerts:
  2.30 p.m. Christchurch Highland Band, Botanical Gardens.
  2.30 p.m. New Brighton Band, New Brighton.
  8.15 p.m. Sumner Silver Band, City Rotunda, Cambridge Terrace and Manchester Street.

For the Visitor

PLACES OF BEAUTY AND INTEREST

BOTANICAL GARDENS—Rolleston Avenue—a few minutes' walk from the Square by Worcester Street. Allow time to see the many attractions including the rose garden, native bush garden, and winter garden as well as the woodland section across the river near the Nurses' Home. Hours: Sunrise to Sunset.

BOWKER FOUNTAIN—In Victoria Square. The first coloured fountain erected in either Australia or New Zealand. Plays varied and coloured water patterns nightly.

CANTERBURY MUSEUM—Rolleston Avenue adjacent to the Botanical Gardens. Hours: 10 a.m. - 4.30 p.m. Monday to Saturday. 2 - 4.30 p.m. Sundays.

FLORAL CLOCK—In Victoria Street and near the Salvation Army Citadel, donated to the city by a local retail firm.

MILLBROOK RESERVE—This beautiful little reserve adjoining North Hagley Park is noted for its displays of Azaleas and Rhododendrons. Can be reached through North Hagley Park from the Armagh Street gates. At its best during the Floral Festival.

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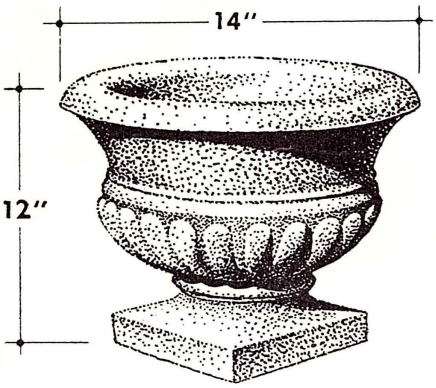

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Make much of time

Gather ye rosebuds while ye may,
Old Time is still a-flying,
And this same flower that smiles today
Tomorrow will be dying.

ROBERT HERRICK

Ballantyne's

. . . hope you will come in this week and enjoy the flowers they have arranged for your pleasure.

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